

Positive Alternatives 2015 Quarterly Update

Grantee: Pregnancy Choices Lifecare Center # 838739

Goal: To provide positive alternatives to abortion for pregnant and parenting women in Minnesota

For the period: April 1, 2016-June 18, 2016

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide initial training to grant staff, with ongoing guidance and supervision; complete grant forms; attend required grant meetings; track grant budget		All grant meetings attended as required. Grant budget tracked on a monthly basis. Staff meetings occur regularly every Thurs.	
Outreach	Develop advertising and/or publicity program to promote center and increase capacity		Increase in blogging on our website. Targeting internet marketing, using re-targeting technique to attract abortion determined clients.	
Case Management Services	Provide follow-up for clients testing positive for pregnancy; provide Social Worker and Nurse contacts as needed	40	Saw fewer positive tests than normal and did not have a full reporting quarter due to the early start of the grant. Furthermore, we have many clients who find us well into their pregnancies and then do our 8 week Baby and Me classes. We would not test those clients as pregnancy would have already been established.	25
Crib Distribution/ Sleep Safety Education	Provide assistance with crib applications and distribution; provide sleep safety education	15	This is the number of women who graduated from our Baby and Me program this last quarter. All are given video instruction and handouts on safe sleep procedures.	22

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Education Assistance	Provide assessment and education on furthering education; Provide community resources; partner qualified clients with live in programs that support further education	12	We include GED info in all folders and help moms who want to look into classes for GED or college use our IPADs to help them look up resources.	12
Employment Assistance	Provide assessment and education on employment; provide community resources for employment	10	Much of this type of help centers first around helping them apply for child care assistance and looking to see what low cost options for daycare are available. MN workforce has been a great resource for the job searches.	10
Financial Assistance	Provide assistance in applying for financial assistance; provide direct assistance through distribution of gas and food cards and clothing in incentive learning program	40	Our post partum class continues to grow in popularity. We had 27 new women take part in these post baby classes. This number includes visits of women who participate in our EWYL program as well as our post partum group approach.	209
Housing Assistance	Assist clients in exploring housing options in the community; provide computer to clients to enable their housing searches	5	Affordable housing continues to be a major challenge in the south metro area. We typically direct our clients to view www.housinglink.org	5
Nutrition	Provide prenatal vitamins and healthy nutrition information	40	Lower amount of positive tests than we would have expected for this time period. Addressing with online marketing approach. (refer to comments)	25
Parenting Education	Provide assessment for family needs and parenting education on topics; provide community resources for food, clothing, shelter	40	These are all distinct clients who came in for various services. We ask all clients which resources are most important to them and how we can help them contact those specific ones.	105

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Pregnancy Education	Provide education to foster healthy pregnancy outcomes	40	All positive tests as well as clients in our Baby and Me program receive info on how to have a healthy pregnancy outcome. We have DVD's that can be viewed at the center as well as brochures which are given out.	202
Pregnancy Testing	Provide assessment for program eligibility including pregnancy testing and options life coaching	40	Shorter reporting quarter is causing lower overall numbers for this service.	34

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	12
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	10
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	22
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	22
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	9
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	13

Challenges: Targeting the abortion vulnerable with online marketing ads. We have the money, just trying to find the right formula.

Comments: We just hired a new male coach who is currently attending the training to become a life coach. He is building our brand new Fatherhood program and although he is just part time, he is currently seeing 2 clients and we are very optimistic that this program will take off.